Wealth management firm doubles its reach on 32% fewer posts

Reach per post went from 205 to 430 between June and September 2025, while the firm published 65 fewer posts than the quarter before.

135 POSTS, DOWN FROM 200	+41% IMPRESSIONS	+110% IMPRESSIONS PER POST	+99 NEW CONNECTIONS

Who was involved

A US wealth management firm working with individuals and families on long term financial planning. A small client base, high value relationships, and a long sales cycle.

Their founder's personal LinkedIn account was the main channel. In wealth management people hire a person, not a logo, so his profile mattered more than the company page ever would. The audience is small, senior, and slow to trust. There is no volume play available.

The problem

The previous agency posted constantly. Around 200 posts in three months. Almost nobody saw them.

Everything looked healthy on paper. The calendar was full, the posts went out on time, the reports confirmed the posts went out on time. None of it reached anyone who mattered.

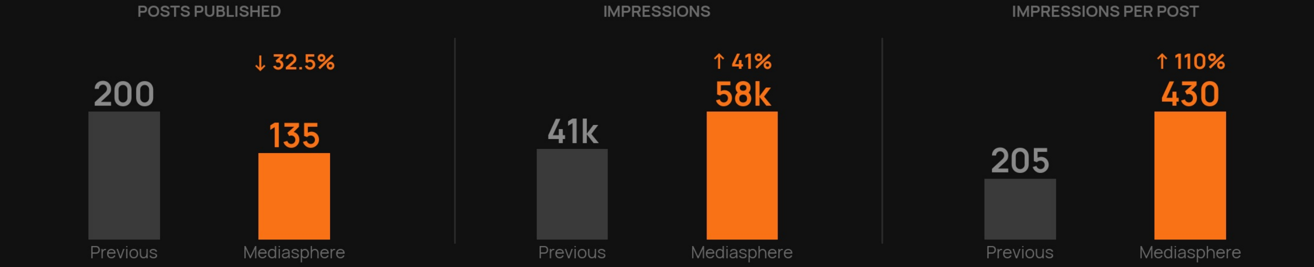
Volume was being treated as the goal. It is actually a cost. The client came to Mediasphere with one question: why is none of this working?

What we found

The timing was wrong. Posts went out first thing in the morning. This audience, senior people who manage significant wealth, read LinkedIn in the evening and on Sunday.

The founder was invisible. The posts could have come from any advisor at any firm. Nothing in them showed how this founder actually thinks, which is the only thing separating one wealth manager from another.

Nothing repeated. Two hundred posts across dozens of unrelated subjects. An account that talks about everything stands for nothing, and nobody learns what to come back for.



June to September 2025, against the previous three months.

What we did

We did not start by writing. We started with research, and it changed four things.

A real audience profile. Not a demographic. What that person has invested, what worries them, and what makes them walk away from an advisor.

A schedule built on their behavior. Posting moved to when this audience actually reads, which is not when the best practice guides say to post.

Content pillars. A small number of subjects the founder returns to, chosen because they are the ones he can speak on and competitors cannot, so the account stands for something specific.

A third fewer posts. Once the research was done, most of what had been filling the calendar no longer had a reason to exist.

What happened

	PREVIOUS QUARTER	WITH MEDIASPHERE
Posts published	200	**135**
Impressions	41,000	**58,000**
Impressions per post	205	**430**
New connections	98	**99**
Total audience	1,279	**1,378**

Connections on the founder's account, 15 June to 14 September 2025.

All of this ran from mid June to mid September, the worst quarter of the year in business to business marketing. Growing reach through the summer, on a third less output, is not the same result as doing it in October.

CLIENT QUOTE

> “Mediasphere did exactly what others couldn't. Find the problem and work the solution. We had more with less.”

— Founder, US wealth management firm

Why it worked

Posting more doesn't necessarily get you seen, but it gets you noticed by the same few people more often and it teaches the platform that your posts are ordinary. Reach comes from writing what a specific person wants to read, when they are reading it, and about a subject they already associate with you. That takes research, not volume.

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